ABSTRACT OF THE DISCLOSURE

A wireless transmission apparatus and a wireless transmission method capable of performing simple transmission control are provided. As an information transmission flow control method, instead of reporting vacant-buffer information from a receiving destination apparatus, an information transmission-source apparatus permits the transmission of a packet up to a predetermined transmission window size from the packet for which acknowledgement has not been received from an information receiving destination, and the transmission of a packet exceeding that transmission window size is inhibited. result, if the packet is within that transmission window size, even if the information receiving destination has not confirmed the reception of the ACK information, the packet is transmitted unconditionally. Furthermore, a transmission pointer and an ACK receiving pointer are provided, and even if acknowledgement is not received, control is performed using that transmission window size in which transmission is possible.